

## PATENT COOPERATION TREATY

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## INTERNATIONAL PRELIMINARY EXAMINATION REPORT

(PCT Article 36 and Rule 70)

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| Applicant's or agent's file reference<br>20004/221-WO  | <b>FOR FURTHER ACTION</b>  | See Notification of Transmittal of International Preliminary Examination Report (Form PCT/IPEA/416). |
| International application No.<br>PCT/US03/33392  | International filing date (day/month/year)<br>21 October 2003 (21.10.2003) | Priority date (day/month/year)   |
| International Patent Classification (IPC) or national classification and IPC<br><b>IPC(7): G06F 17/30, 17/00, 12/00 and US Cl.: 707/2, 6, 10, 102, 203</b> |  |  |
| Applicant<br><b>NIELSON MEDIA RESEARCH, INC.</b>   |  |  |

1. This international preliminary examination report has been prepared by this International Preliminary Examining Authority and is transmitted to the applicant according to Article 36.

2. This REPORT consists of a total of 4 sheets, including this cover sheet.

This report is also accompanied by ANNEXES, i.e., sheets of the description, claims and/or drawings which have been amended and are the basis for this report and/or sheets containing rectifications made before this Authority (see Rule 70.16 and Section 607 of the Administrative Instructions under the PCT).

These annexes consist of a total of    sheets.

3. This report contains indications relating to the following items:

- I  Basis of the report
- II  Priority
- III  Non-establishment of report with regard to novelty, inventive step and industrial applicability
- IV  Lack of unity of invention
- V  Reasoned statement under Article 35(2) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement
- VI  Certain documents cited
- VII  Certain defects in the international application
- VIII  Certain observations on the international application

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|--|--|
| Date of submission of the demand<br>03 May 2005 (03.05.2005)   | Date of completion of this report<br>20 September 2005 (20.09.2005)                          |
| Name and mailing address of the IPEA/US<br>Mail Stop PCT, Attn: IPEA/ US<br>Commissioner for Patents<br>P.O. Box 1450<br>Alexandria, Virginia 22313-1450<br>Facsimile No. (703) 305-3230 | Authorized officer <i>John Follansbee</i><br>John Follansbee<br>Telephone No. (703) 305-3900 |

Form PCT/IPEA/409 (cover sheet)(July 1998)

## INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/US03/33392

**I. Basis of the report**

## 1. With regard to the elements of the international application:\*

- the international application as originally filed.
- the description:  
pages 1-34 as originally filed  
pages NONE, filed with the demand  
pages NONE, filed with the letter of \_\_\_\_\_
- the claims:  
pages 35-49, as originally filed  
pages NONE, as amended (together with any statement) under Article 19  
pages NONE, filed with the demand  
pages NONE, filed with the letter of \_\_\_\_\_
- the drawings:  
pages 1-8, as originally filed  
pages NONE, filed with the demand  
pages NONE, filed with the letter of \_\_\_\_\_
- the sequence listing part of the description:  
pages NONE, as originally filed  
pages NONE, filed with the demand  
pages NONE, filed with the letter of \_\_\_\_\_
2. With regard to the language, all the elements marked above were available or furnished to this Authority in the language in which the international application was filed, unless otherwise indicated under this item.  
These elements were available or furnished to this Authority in the following language \_\_\_\_\_ which is:
- the language of a translation furnished for the purposes of international search (under Rule 23.1(b)).  
 the language of publication of the international application (under Rule 48.3(b)).  
 the language of the translation furnished for the purposes of international preliminary examination (under Rules 55.2 and/or 55.3).
3. With regard to any nucleotide and/or amino acid sequence disclosed in the international application, the international preliminary examination was carried out on the basis of the sequence listing:
- contained in the international application in printed form.  
 filed together with the international application in computer readable form.  
 furnished subsequently to this Authority in written form.  
 furnished subsequently to this Authority in computer readable form.  
The statement that the subsequently furnished written sequence listing does not go beyond the disclosure in the international application as filed has been furnished.  
 The statement that the information recorded in computer readable form is identical to the written sequence listing has been furnished.
4.  The amendments have resulted in the cancellation of:
- the description, pages none  
 the claims, Nos. none  
 the drawings, sheets/fig none

5.  This report has been established as if (some of) the amendments had not been made, since they have been considered to go beyond the disclosure as filed, as indicated in the Supplemental Box (Rule 70.2(c)).\*\*

\* Replacement sheets which have been furnished to the receiving Office in response to an invitation under Article 14 are referred to in this report as "originally filed" and are not annexed to this report since they do not contain amendments (Rules 70.16 and 70.17).

\*\* Any replacement sheet containing such amendments must be referred to under item 1 and annexed to this report.

## INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.  
PCT/US03/33392**V. Reasoned statement under Rule 66.2(a)(ii) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement****1. STATEMENT**

|                               |                    |     |
|-------------------------------|--------------------|-----|
| Novelty (N)                   | Claims <u>1-67</u> | YES |
|                               | Claims <u>NONE</u> | NO  |
| Inventive Step (IS)           | Claims <u>1-67</u> | YES |
|                               | Claims <u>NONE</u> | NO  |
| Industrial Applicability (IA) | Claims <u>1-67</u> | YES |
|                               | Claims <u>NONE</u> | NO  |

**2. CITATIONS AND EXPLANATIONS**

Claims 1-67 meet the criteria set out in PCT Article 33(2)-(3), because the prior art in record does not teach or fairly suggest a method of fusing datasets comprising ranking a plurality of matching variables associated with first and second datasets and fusing records from the first and second datasets based on the ranking of the plurality of matching variables and probabilities associated with the records from the first and second datasets.

Claims 1-67 meet the criteria set out in PCT Article 33(4), and thus have industrial applicability because the subject matter claimed can be made or used in industry.

**----- NEW CITATIONS -----**

US 2003/0130998 A1 (FOX et al) 10 July 2003, see [0002]-[0019].

## INTERNATIONAL PRELIMINARY EXAMINATION REPORT

International application No.

PCT/US03/33392

**VI. Certain documents cited****1. Certain published documents (Rule 70.10)**

| Application No<br><u>Patent No.</u> | Publication Date<br><u>(day/month/year)</u> | Filing Date<br><u>(day/month/year)</u> | Priority date (valid claim)<br><u>(day/month/year)</u> |
|-------------------------------------|---|--|--|
| US 2004/0254809 A1                  | 16 December 2004<br>(16.12.2004)            | 07 May 2004 (07.05.2004)               | 15 June 2003 (15.06.2003)                              |
| US 2004/0267774 A1                  | 30 December 2004<br>(30.12.2004)            | 30 June 2003 (30.06.2003)              | None   |

**2. Non-written disclosures (Rule 70.9)**

| <u>Kind of non-written disclosure</u> | <u>Date of non-written disclosure</u><br><u>(day/month/year)</u> | <u>Date of written disclosure referring to</u><br><u>non-written disclosure</u><br><u>(day/month/year)</u> |
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|---------------------------------------|--|--|